

**In the Abstract:**

Please amend the ABSTRACT OF THE INVENTION as follows:

A method and apparatus for convenient and easy access to product- and shipment-related information and/or transactions is disclosed. ~~An end device, for instance a bar code A radio frequency tag reader[[],]~~ is used to read a portable data carrier, ~~for instance a bar code symbol, radio frequency tag~~ having a structured data format. The end device parses one or more particular data entities from the data read. The ~~end device radio frequency tag reader~~ accesses a URL having at least a portion in common with one or more of the parsed data entities and displays associated web page content or processes an associated transaction. The ~~end device radio frequency tag reader~~ may sequentially substitute a series of most probable non-common URL portions to locate associated content if the first tried URL does not result in a valid response. Alternatively, a server may provide such search functionality.